

# Social Media in 2016

Strategy and Best Practices

# About Us



**Sara Neal**

- 13 years of marketing experience
- B.A. in Music Performance  
M.F.A. in Arts Administration
- Ballet West  
Utah Symphony | Utah Opera  
Utah Shakespeare Festival  
Aspen Music Festival



**Ginamarie Marsala**

Ginamarie has been the marketing communications manager at Utah Symphony | Utah Opera for the last two-and-a-half years. She's a digital marketing professional who specializes in social media marketing and content strategy. She also has extensive experience in account and project management and holds a bachelor's degree in mass communication from the University of Utah.

# Overview

- Look at current landscape of various social media channels
- Identify best practices and measurements for different channels
- Assess whether a channel is a good fit for your organization
- Learn how to create and implement a social media strategy
- Q&A

# Why do social media?

## Relationship Building

Social Media is the:

cheapest

easiest

most immediate

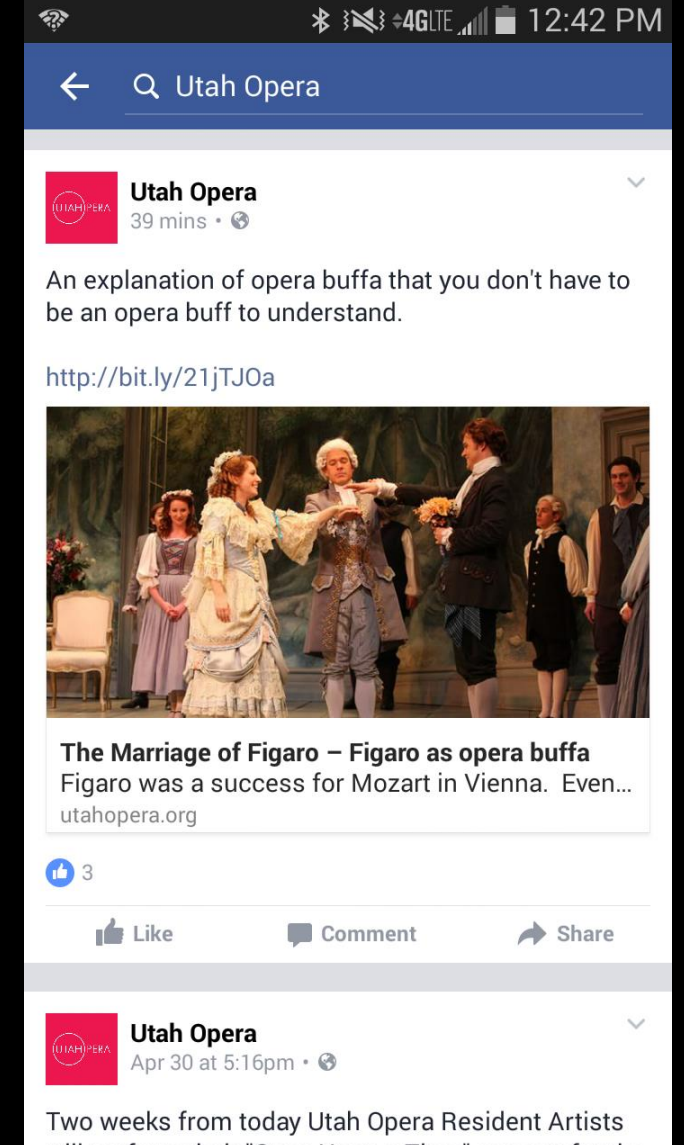
communications/marketing channel you have

# Sara's Marketing Manifesto

- Take risks
  - Plan well, but be agile
  - Be honest
  - Technology alone is not the answer
  - Make measured decisions
- 
- Remember: Social Media is awesome, but it's not easy, and it's not free

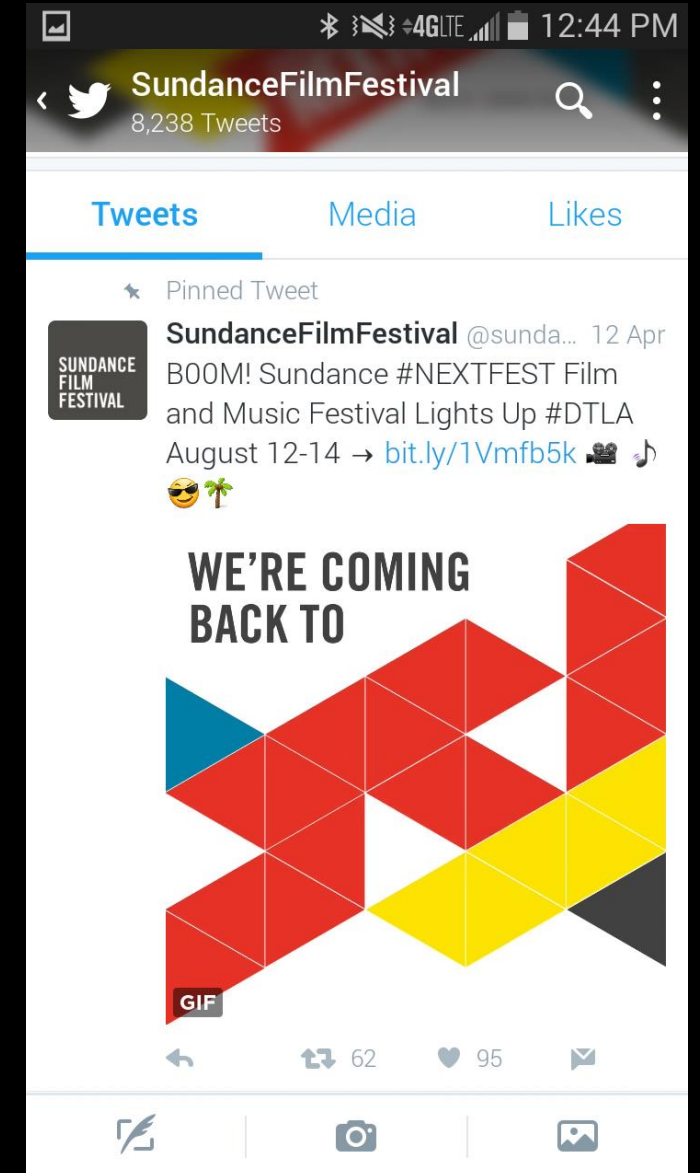
# Facebook

- 1.6 billion Monthly Active Users (MAU)
  - 91% using mobile
- Strengths and Weaknesses
- Best Practices
  - Use photos
  - Experiment
  - Post more often
  - Pay
- Measuring ROI



# Twitter

- 320 million MAU
  - 80% mobile
- Strengths and Weaknesses
- Best Practices
  - Shorter is better
  - Hashtag strategically
  - Use images
  - Identify your purpose
- Measuring ROI



# Instagram

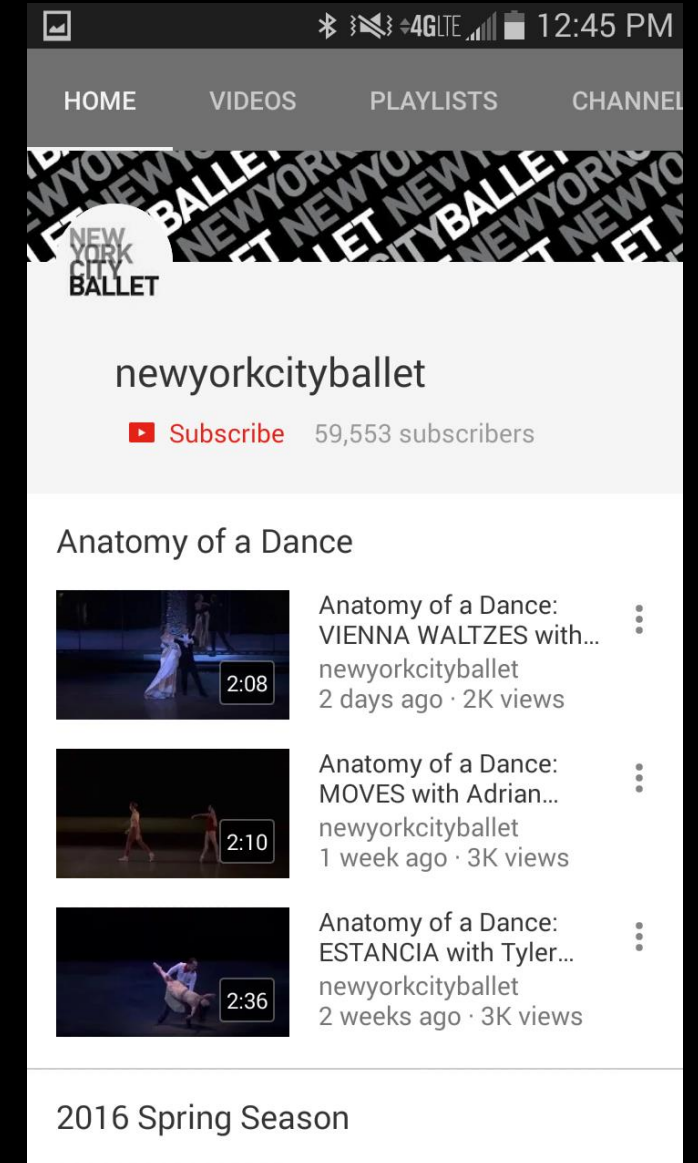
- 400 million MAU
- Strengths and Weaknesses
- Best Practices
  - Great pictures
  - Hashtag like crazy
  - Encourage tagging
- Measuring ROI





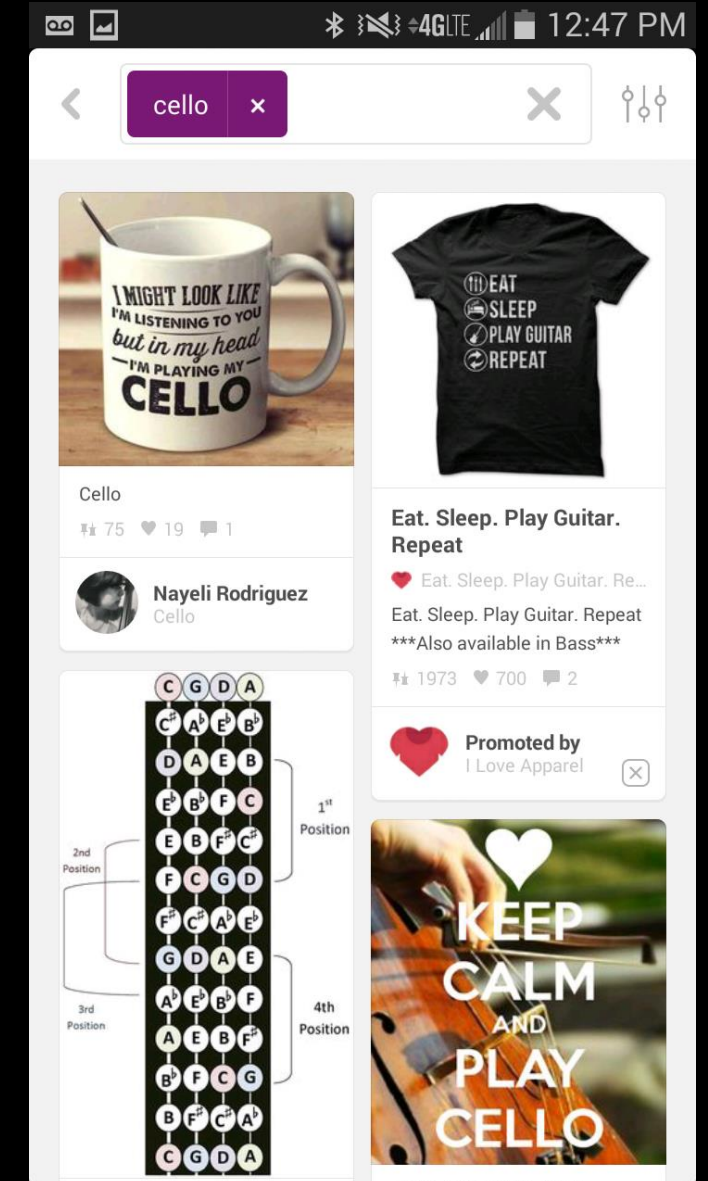
# YouTube

- 1 billion MAU
  - 45% viewed on mobile
- Strengths & Weaknesses
- Best Practices
  - Keep it shorter
  - Video Quality vs. Content
  - Optimize title, description, and lots of tags
- Measuring ROI



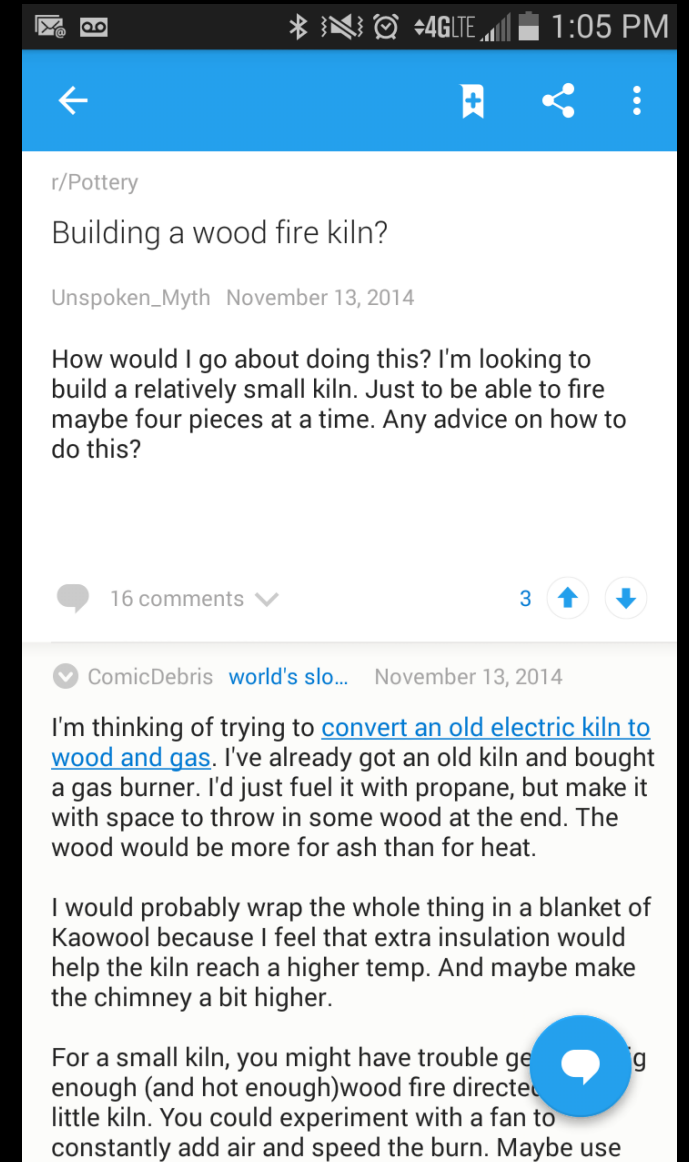
# Pinterest

- 100 million MAU
- Strengths and Weaknesses
- It's good for you if:
  - You have great photos
  - You have great content
- Measuring ROI



# Reddit

- 230 million monthly visitors
- Strengths and Weaknesses
- It's good for you if:
  - You have great, regular content
  - Analytical / scientific
  - You have a small, defined niche
- Measuring ROI



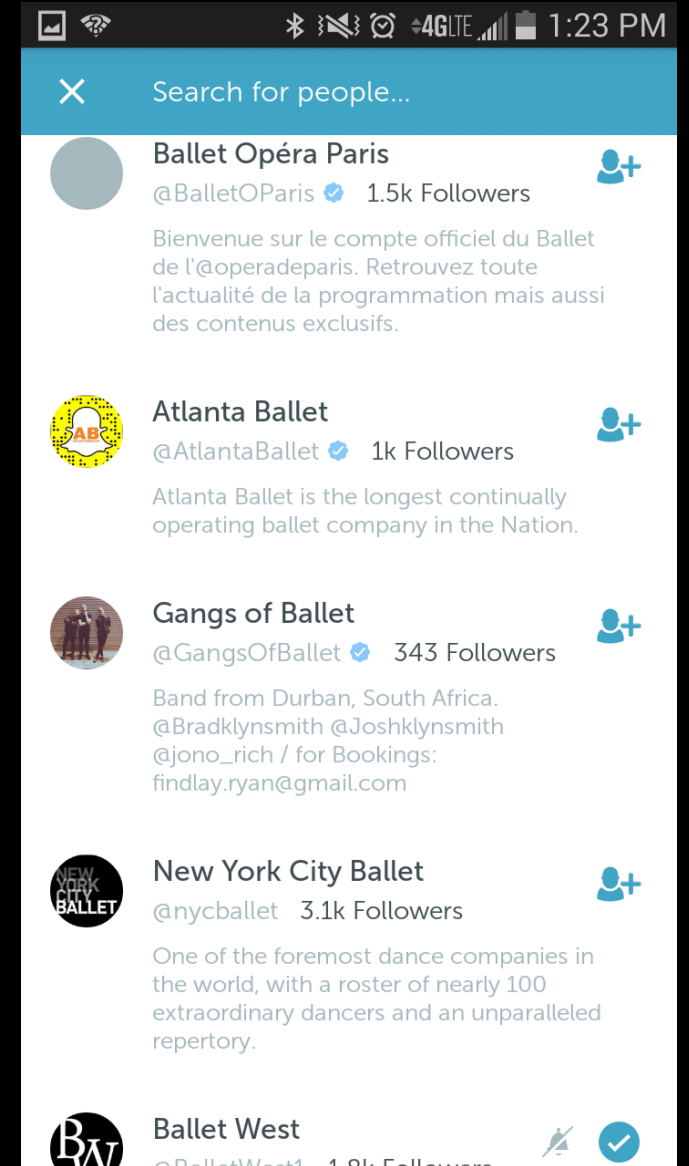
# Vine

- 200 Million MAU
- Strengths & Weaknesses
- It's good for you if:
  - Your work can be condensed into short videos
- Measuring ROI



# Periscope

- 15 million MAU
- Strengths and Weaknesses
- It's good for you if:
  - You can create beautiful / interesting videos
  - You already use Twitter
- Measuring ROI
- Potential competition – Facebook live video



# Snapchat

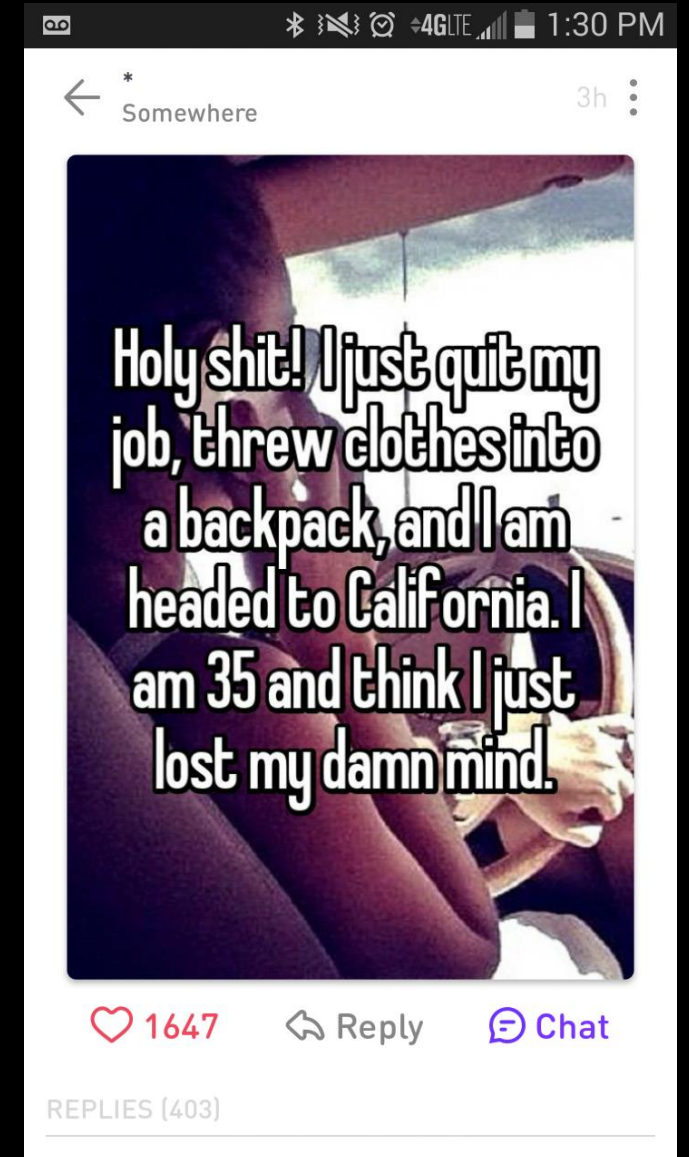
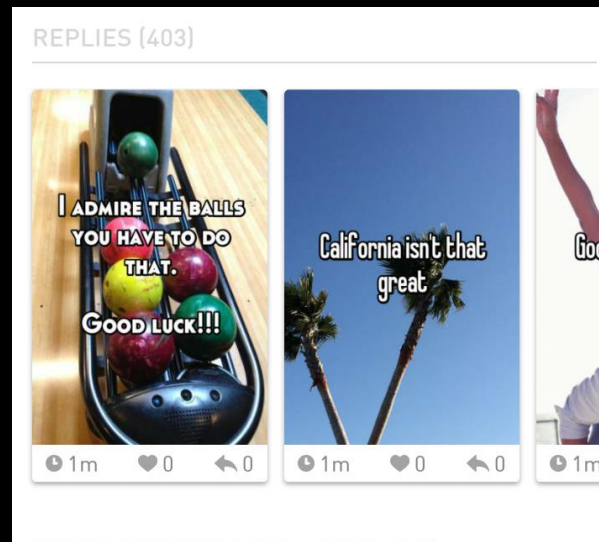
- 100 million DAILY Active users
- Strengths and Weaknesses
- It's good for you if:
  - Your demographics skew young
  - You have a lot of time
  - You aren't afraid to be silly





# Whisper

- 30 million MAU
- Strengths and Weaknesses
- It's good for you if:
  - ... I still don't know how a brand can use this well



# Why have a strategy?

- Garner support at an organizational level
- Create guidelines to build a consistent voice
- A documented method of measuring success



# What should be included in a successful strategy?

- Identify your objectives
- Identify platforms
- Identify your audience
- Determine how you will generate content
- Set standards for best practices & policy
- Develop a brand image and voice
- Define your goals

# What do goals look like?

- Your goals should support your departmental goals:
  - They should be simple.
  - They should be measurable.
  - They should be attainable.
  - They should be relevant.
  - They should be timely.

# Common Social Media Questions

- Which is the best channel for me?
- How many channels should I be on?
- How do I give up a channel?
- Do I need original content on each channel?
- Additional questions

# Contact Us

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